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Option 2
Phoenix, ASU and Tempe with projects by Will Bruder, Jones Studio, Inc., Architekton, Antoine Predock, Scogin, Elam and Bray, Wright
Sunday, April 6
Biltmore Brunch with featured architects & designers. Private residences by Will Bruder, Jones Studio, Inc., Frank Lloyd Wright, Williams + Tsien, Wendell Burnett

Arroyo House: Les Wallach, FAIA, Line and Space Photo: Glen Christiansen

All tours are conducted by the project architect, designer and/or client.

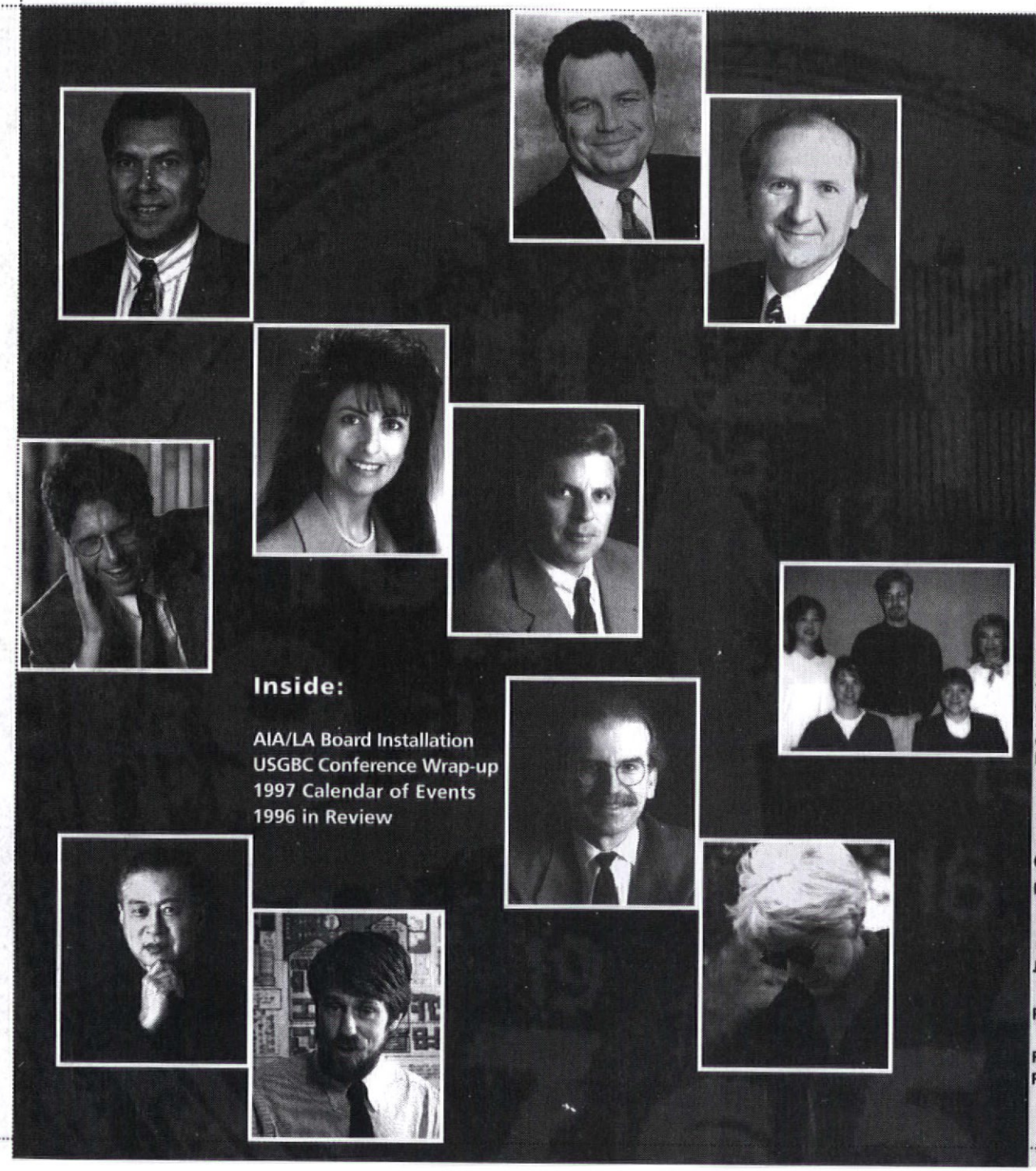
Weekend tour package includes two nights at the legendary Biltmore Hotel, transportation to all sites, tour fees, lunches, snacks, Sunday Brunch, private tour of Taliesin, and informational notebook on projects and firms featured—$700. (Based on dbl. occ.) Inquire about "tours only" package. Discounts available to *Desert Design Conference* participants. Space is limited. Reservations required by March 1, 1997.

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Inside:

AIA/LA Board Installation
USGBC Conference Wrap-up
1997 Calendar of Events
1996 in Review

Published by the Los Angeles Chapter, American Institute of Architects:
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Pictured are a some of the 1997 Chapter Officers and Board Members as well as AIA/LA Staff
Top row from left: Stephen O. Converse, Robert Newsom, Michael Hricak
Middle row from left: Bernard Altman, Andrea Cohen Gehring, Carl Meyer, AIA/LA Staff(l to r): Gina Miyata, Erin Kennedy, Thomas Mann, Maria O'Malley, Nicci Solomons, Exec. Director
Bottom row from left: Ted Tanaka, Cliff Allen, Gary Dempster, Merry Norris
(For a complete listing of Officers and Board Members, see page 1)

Coming in March:

Interview with Architect Julie Oakes, Mayor of Manhattan Beach
Julius Shulman: Decades of Photographs
Review of BOMA Conference
Returning: *Who's Doing It!*
Plus More!

USBGC *—cont. from page 1—*

Entitled, "Leadership in Energy and Environmental Design (LEED)," the rating system requires the design team to fill in a questionnaire on design elements and building systems incorporated into a project. The building will then receive a Bronze, Silver, or Gold LEED's rating. This rating will give the owner marketing differentiation from his or her competitors. The other major effort of the USGBC this year is the development of a resource center at Southern California Gas Company's Energy Resource Center in Downey, and on-line. The internet is to develop other resource centers across the country in later years.



While there has been a great deal of work in the last five years on the theoretical and technical tools for designing and constructing more environmentally responsible structures, the real story of the conference was the presentation of projects that truly integrated the plasticity of form-making and the environmental agenda. Most notable in this respect was the Queen's Building at De Montfort University in Leicester, England by architect Short • Ford and Associates, dryly described by Alan Short. This is a school of engineering and manufacturing that has eliminated most of the mechanical equipment traditionally studied in these environments. As Short so poetically stated, he has for the last ten years pursued the "physics and form of buildings" to maximize passive technologies. He refers to the "respiratory rate of a building" which varies over the course of a day, and by virtue of the anthromorphism of the image, graphically evokes the necessary interaction between interior and exterior climate. The responsive plasticity of his forms was also effectively used to mend the civic fabric of Leicester that had suffered in a 1960's urban renewal demolition. Short revealed that he is careful to integrate the detail elements that make the passive design work into the structural elements of the building, so that when his structures get "value engineered" these details are not eliminated. If the air intake chambers and stack vents literally "hold up the roof," these forms that are normally considered extraneous to mechanically ventilated structures will survive the axe.

Within the philosophic framework of the work of Short • Ford and Associates lies the future of "green" architectural design, if not in its specific aesthetic that is at times very fussy. The elegance of the integration of all the design decisions within a hierarchy of environmental issues, without losing grasp of the demands of the site and the city, is the best we can expect.

—Deborah Weintraub, AIA
is Co-Chair of the AIA/LA Committee on the Environment.

"Bills" vs "Invoices"

At a recent workshop on professional liability, I pointed out that architects should use the word "bill" instead of "invoice." Invoice is used in connection with the sale of goods, not performance of a service. How many times have you heard of a doctor's "invoice" or a lawyer's "invoice"? When the instructor asked the audience how many of them routinely used the word "invoice," the majority raised their hands. It struck me that this was not just a matter of semantics, but was part of our professional "culture."

When I started practicing architecture 20 years ago, the mark of a client one did not want, was one who negotiated fees based on the number of sheets in a set of drawings. There were also jokes about clients and bidders who weighed drawings to determine the architect's fee and the contractor's bids. And there are clients who claim copyright ownership of drawings because they "paid" for the drawings. The notion of architecture as a commodity is unfortunately still out there in a good segment of the public. The expectation of warranty and strict liability (liability without fault), as though architecture was a manufactured product, is also common.

Under California law, the practice of architecture is a service—not a product. As such, warranties and strict liability that are associated with the manufacturing and sale of goods do not apply to the practice of architecture. In the eyes of the law, architects are judged by what they obligate themselves to do contractually, and by the "standard of care" established by the profession.

Stay out of trouble by drafting careful contracts and maintaining your level of competence and performance commensurate with standards set by the profession. But, you must still educate clients to expect *service*, not *products*. Send "bills", not "invoices".

—Mehrdad Farivar, AIA, ESQ.
is an architect and an attorney in West Los Angeles, and Chair of LA/AIA Government Relations Committee.

Itching for a Niche in the 90's

When you think of marketing in the 90's, you hear words such as nimble, agile, niche market, stories and depth (I hope) and the list goes on. All of these concepts are valid and important in realizing marketing success, especially when intermingled. They are predicated on the basic notion that you should market clients, rather than projects, preferably in particular markets, while at the same time make a concerted effort to build and publicize your reputation for excellence.

You often hear today: How do you make your mark in @@##$$$ market? Too often ,firms, usually smaller, but large firms as well, jump into a market, willy nilly because they're "hot", without giving a great deal of thought of whether or not they fit, or have the appropriate means, i.e. staff, experience or appropriate alliances, to achieve the desired goal. This is to say, when you make a commitment to enter into a particular market, or provide a particular service, that you take the correct steps to get there. One thing we do know, the generalist and the concept of mass marketing has virtually disappeared in the 90's. This is a casualty of several marketplace changes, not the least of which is an increasingly more knowledgeable and sophisticated client, coupled with a more global marketplace, as well as less "traditional" work to be let.

This information is certainly not news to anyone who has been trying to market themselves, especially in recent years. What may be news is the critical self examination firms must undertake to make the large and small adjustments that will put you on the road to success. Some of that may mean returning to your roots, as well as discovering your passion, an important step in the process. Too often in the quest for new work, firms and individuals get pulled in directions that are contrary to their core values and strengths. This is not to say you should limit your direction, but you should find out where you fit. You must look at yourself more strategically.

As part of strategic planning efforts, firms often conduct SWOT (Strengths, Weaknesses,- internal issues, Opportunities, Threats,- external factors) analyses. The result is usually a very eye opening experience. A careful, honest analysis as jumping off point can help you start to formulate a plan to get you from Point A to Point B. Your strengths analysis will not only identify what you do well, but also serve as a springboard from which you can differentiate yourself. On the other hand, your weaknesses can serve as a starting point to redirect your efforts. These, of course, do not exist in a vacuum, but in fact must be examined in light of external issues.

Where does this all lead? Hopefully to at least greater self understanding, the framework for a vision (an ultimate key to your success), and the seeds for determining current and future direction and long and short term goals.
(A follow-up article will address particular market research tools and ways to build your professional reputation.)

—Phyllis Dubinsky-Klein *is a Principal of Dworsky Associates, focusing on strategic planning, client service and new market ventures and was the 1995 recipient of the Leonardo Award for Marketing Excellence.*

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Contact Rochelle Mills, Editor: (310) 785-1813

June

1 *Home Tour: TBD 10 – 4 pm*
5 Urban Design Committee 6:30 pm, Chapter
10 Associates' Meeting 7 pm, Chapter
11 LA Architect Board Meeting 7:30 pm, Chapter
12 Codes Committee Meeting 5:15 pm, Chapter
16 *ARE Building Planning Prep Class*, 6 – 10 pm, Chapter
17 Interior Architecture Committee, TBD
18 *LAX/New Graduates Reception* 6 – 7 pm, PDC
Job Opportunities with LAX Presentation, 7 – 8:30 pm, PDC Blue Conference Rm.
19 Health Care Committee: Facility Tour, 3:30 pm
Committee on the Environment, 6:30 pm
Good Business/Good Design Lecture: TBD
23 *ARE Building Planning Mock Exam Prep Class* 6 – 10 pm, TBD
24 AIA/LA Exec. Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
26 *Professional Development Seminar: CalDag* 6 – 8 pm, PDC
International Practice Cmte 5:30 pm, Chapter
28 Committee & Board Retreat 8 – 1 pm, TBD

July

3 Urban Design Committee 6:30 pm, Chapter
4 Holiday - Independence Day
8 Associates' Meeting 7 pm, Chapter
9 LA Architect Board Meeting 7:30 am, Chapter
10 Codes Committee 5:15 pm, Chapter
14 *ARE Building Technology Prep Class* (tentative) 6 – 10 pm, Chapter
15 Interior Architecture Committee, TBD
16 Heath Care Committee 3:30 pm, Chapter
17 Committee on the Environment, 6:30 pm
Good Business/Good Design Lecture: TBD
21 *ARE Building Technology Mock Exam* (tentative) 6 – 10pm, TBD
22 AIA/LA Exec. Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
31 *Pro Practice Committee: Code Talk/LA City* TBD, Chapter

August

7 Urban Design Committee 6:30 pm, Chapter
8 AIA/CC Meeting - Burlingame
12 Associates' Meeting 7 pm, Chapter
13 LA Architect Board Meeting 7:30 am, Chapter
19 Interior Architecture Committee - TBD
20 Health Care Committee 3:30 pm, Chapter
21 Committee on the Environment, 6:30 pm
Good Business/ Good Design Lecture: TBD

September

1 Holiday - Labor Day
4 Urban Design Committee 6:30 pm, Chapter
9 Associates' Meeting 7 pm, Chapter
Professional Development Seminar: TBD 6 – 8 pm, PDC
10 LA Architect Board Meeting 7:30 am, Chapter
11 Codes Committee 5:15 pm, Chapter
Masters of Architecture Lecture Series: TBD 6:30 pm, LACMA
14 *Sand Castle Competition* TBD, Zuma Beach
16 Interior Architecture Committee, TBD
17 Health Care Committee 3:30 pm, Chapter
Port of Los Angeles Reception, 6 – 7 pm, PDC
Job Opportunities with Port of Los Angeles Presentation, 7 – 8:30 pm, PDC Blue Conference Room
18 Committee on the Environment 6:30 pm, Chapter
Good Business/Good Design Lecture: TBD
23 AIA/LA Executive Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
25 Pro Practice Committee: Small Business Practices TBD, Chapter
28 *Home Tour*: TBD, 10 – 4 pm

October

2 Urban Design Committee 6:30 pm, Chapter
8 LA Architect Board Meeting 7:30 am, Chapter
AIA-Student Open House 6:30 – 8:30 pm, Chapter
9 Codes Committee 5:15 pm, Chapter
Professional Development Seminar: TBD 6 – 8 pm, PDC
14 Associates' Meeting 7 pm, Chapter
15 Health Care Committee 3:30 pm, Chapter
16 Committee on the Environment 6:30 pm, Chapter
Good Business/Good Design Lecture: TBD
Masters of Architecture Lecture: TBD 6:30 pm, LACMA
19 *Home Tour*: TBD, 10 – 4 pm
21 Interior Architecture Committee, TBD
On The Boards/ New Member Reception 6:30 pm, TBD
28 AIA/LA Exec. Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
30 *Design Awards/ Awards Dinner* (tentative) 6:30 pm, Biltmore Hotel

November

3 *Professional Development Seminar*: TBD 6 – 8 pm, PDC
5 *On The Boards/Newly Licensed Architects' Reception*, 6:30 pm
6 Urban Design Committee 6:30 pm, Chapter
6-7 AIA/CC Meeting - Yosemite
11 Associates' Meeting 7 pm, Chapter
12 LA Architect Board Meeting 7:30 am, Chapter
13 Codes Committee Meeting 5:15 pm, Chapter
Masters of Architecture Lecture Series: TBD 6:30 pm, LACMA
18 Interior Architecture Committee, TBD
AIA/LA Exec. Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
19 Health Care Committee 3:30 pm, Chapter
20 Committee on the Environment, 6:30 pm
Good Business/Good Design Lecture: TBD
22 Board & Committee Retreat: 1998 Calendar Planning 8 – 1 pm, TBD
27-28 Holiday - Thanksgiving

December

4 Urban Design Committee 6:30 pm, Chapter
Pro Practice Committee: Environmentally Friendly Design, PDC
9 Associates' Meeting 7 pm, Chapter
Professional Development Seminar: TBD 6 – 8 pm, PDC
10 Health Care Committee 3:30 pm, Chapter
LA Architect Board Meeting 7:30 am, Chapter
11 *Holiday Open House Party* 6:30 pm, Chapter
16 Interior Architecture Committee Meeting
AIA/LA Exec. Committee 4 pm, Chapter
AIA/LA Board Meeting 5:30 pm, Chapter
18 Committee on the Environment, 6:30 pm
Good Business/Good Design Lecture: TBD
24-25 Holiday - Christmas

Calendar events/dates are subject to change. Updates, if any, will be printed in future issues of *L.A. Architect.*
Please note: The Chapter office will be closed on Holidays.

For more information regarding calendar listings, contact the sponsoring organizations:

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Home Tours

Malibu - May

Vantage Point Terrace House
Ron Goldman, FAIA; Bob Firth, AIA
Harvester Road House
Buzz Yudell, FAIA; Tina Beebe
Broadbeach Road House
David L. Gray, FAIA
Kanan Road House
Ron Goldman, FAIA; Bob Firth, AIA
Mulholland Highway House
Ed Niles, FAIA

THE WESTSIDE - June

S. Anita Avenue House
Trevor D. Abramson Architects
Saltair Place House
Ted Tokio Tanaka Architects
Oreo Place House
Lorcan O'Herlihy Architects
Bonhill Road House
Rockefeller Hricak Architects
Dixon Street House
Steven Ehrlich Architects

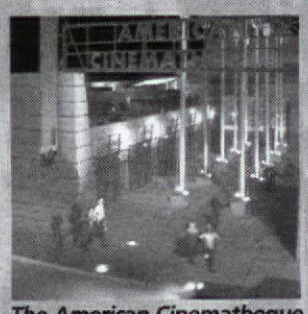
THE CANYONS - OCTOBER

The Marienthal House
James Tyler, FAIA
The Kappe House
Ray Kappe, FAIA
The Silverman House
Rockefeller/Hricak
The Bleifer House
Frederick Fisher

THE HILLS - NOVEMBER

The Daniels House
Jeff Daniels, AIA
The Angelil Graham House
Marc Angelil; Sarah Graham, AIA
The Schrage-Hallauer House
Rafael Soriano
The Lovell House
Richard Neutra
The Fox Studio
Michael Lehrer, AIA

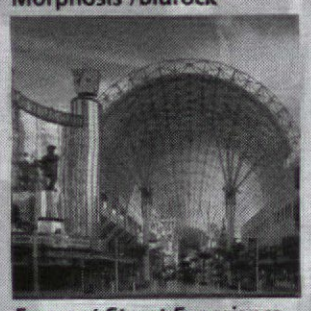
NEXT LA
Design Awards



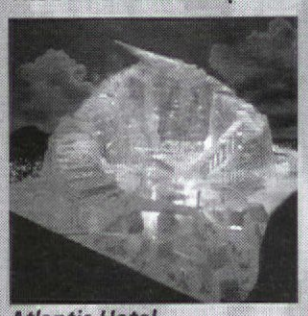
The American Cinematheque — *Honor Award*
Hodgetts & Fung Associates



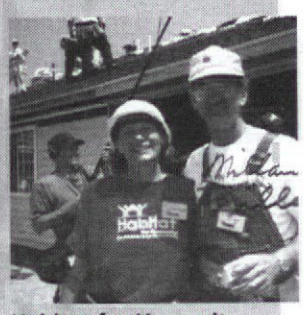
Long Beach Elementary — *Honor Award*
Morphosis /Blurock



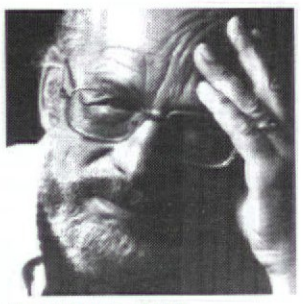
Fremont Street Experience — *Merit Award*
The Jerde Partnership



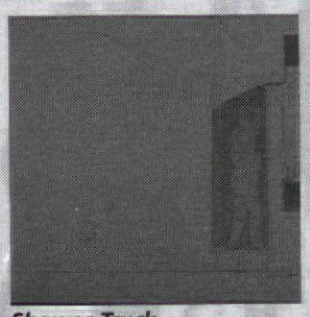
Atlantis Hotel — *Merit Award*
Antoine Predock Architects



Habitat for Humanity
President's Award



Ray Kappe, FAIA
AIA/LA Gold Medal

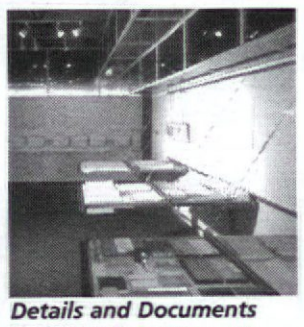


Shower Truck — *Citation*
Space Speed Form Architects

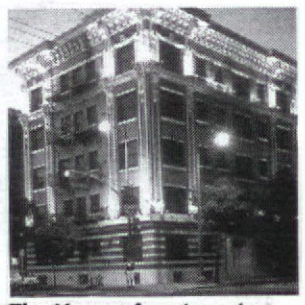


MTA Station — *Student Award*
Peter Louis, USC

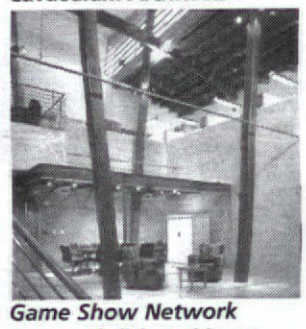
Design Awards
Interior Architecture



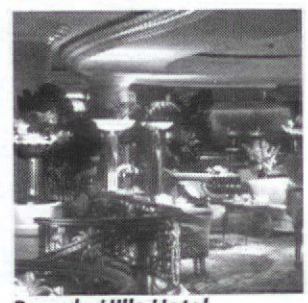
Merit — *Details and Documents*
David Louis Swartz, AIA



Merit — *The Young Apartments*
Cavaedium Architects



Merit — *Game Show Network*
Steven Ehrlich Architects



Merit — *Beverly Hills Hotel*
Hirsch Bedner Associates



Honor — *Bovard Administration Bldg.*
Widom Wein Cohen



Honor — *Sony Pictures ImageWorks*
Interior Space International
Eric Allen Stultz, AIA

July	August	September	October	November	December
Good Design Series: A.C. Martin Assoc.	Interior Architecture Design Awards Reception *Good Design Series: Nadel Architects*	*Sand Castle Competition* On The Boards at Ehrlich & Associates *Good Design Series: Altoon & Porter*	Chapter Open House **NEXT LA** Awards Reception, Bergamot On the Boards at DMJM/Keating *Good Design Series:* Johnson Fain Pereira	AIA/LA City of Houses Presentation at Knoll Cal State Long Beach Student Reception On the Boards at SMP *Design Awards Luncheon, Biltmore*	*AFLA Christmas Party*

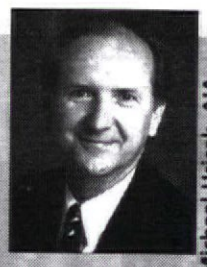
1996 in review

Masters of Architecture Series

Thom Mayne	2/96
Panos Koulermos	3/96
Pierre Koenig	4/96
Peter Eisenman	5/96
John Johanson	6/96
Kisho Kurokawa	9/96
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Mark Rios, AIA
Gordon Park, AIA



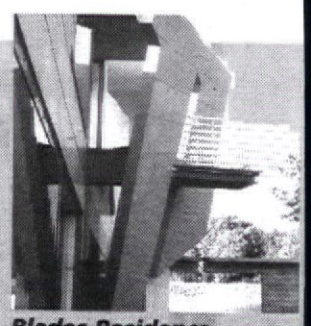
Michael Hricak, AIA
President



Ted Tanaka, FAIA
Vice President

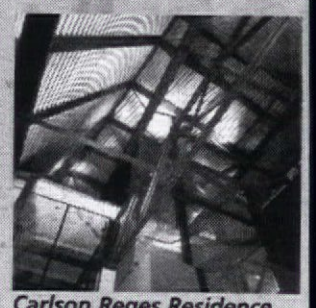
1996 AIA/LA Design Awards

Honor Award



Blades Residence
Morphosis

Honor Award



Carlson Reges Residence
Roto Architects

Honor Award



Samitaur
Eric Owen Moss Architects

Honor Award



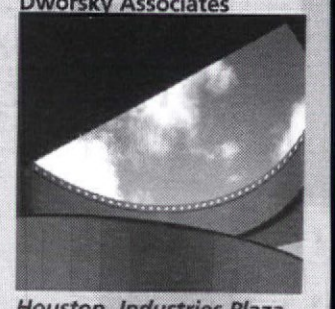
Metaphor
Eric Owen Moss Architects

Honor Award



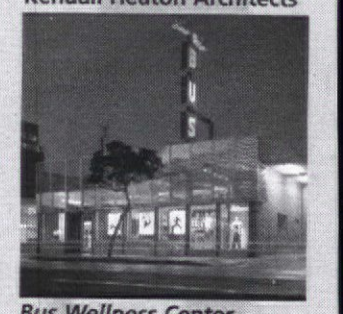
Civic Arts Plaza
Antoine Predock Architects/ Dworsky Associates

Merit Award



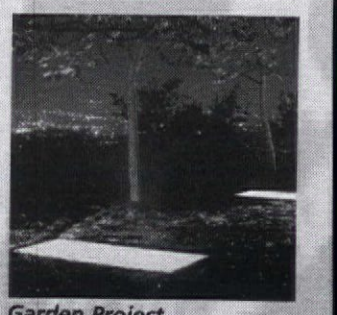
Houston Industries Plaza
DMJM Keating Architects/ Kendall Heaton Architects

Merit Award



Bus Wellness Center
Steven Ehrlich & Partners

Merit Award



Garden Project
Nancy Riegelman

1996 was a year of constant motion. The Chapter formally moved into its permanent quarters at the Pacific Design Center with the generous support of corporate and individual sponsorship. Several new programs were established, among them the Annual Interior Architecture Awards and NEXT LA Awards competitions. These will now join the Annual Design Awards program creating a trilogy of events to recognize exceptional architecture and design—built and unbuilt—in the greater Los Angeles area. The Chapter established On the Boards, receptions designed to encourage members to see what's going on in other member firms.

Several committees have also produced outstanding regular programs such as Good Business/Good Design lectures, an expanded Home Tour series, timely Professional Development Seminars, ARE Seminars, and more. The much celebrated Masters of Architecture Lecture Series ended the year with a sold-out lecture featuring architect Bernard Tschumi! And *L.A. Architect* completed its 20th year as the Chapter's publication!

The following are some snap-shots of the year's programs.

January	February	March	April	May	June
AIA/LA Officer Installation *Good Design Series: Ed Niles*	Interior Architecture 3rd Annual Auction *Good Design Series: Marc Appleton*	Interior Architecture Student Design Competition WestWeek 96	Mario Botta Lecture Chapter Office Grand Opening Reception Architecture Week	AIA Convention, Minneapolis AIACC Design Awards New Graduates *Good Design Series: Morphosis*	*How to Build Your Own Website Seminar* Construction Technology Conference

Design by Danette Riddle

Year-in-Advance Calendar of Architecture Events and Programs Courtesy of AIA//Los Angeles

January

14 Associates' Meeting
7:00 pm, Chapter
Judith Baca Lecture
7:30 pm, Woodbury Univ.

15 *Health Care Committee: The Wilder Future*
3:30 pm, Chapter

16 *1996 Design Awards Exhibit Opening, UCLA Design Center*
Committee on the Environment/Bellflower Housing Project's Beer & Pizza Charrette - 6:30 pm

20 Holiday - Martin Luther King Birthday

21 Interior Architecture Committee Meeting, 6 pm

23 International Practice Cmte
5:30 pm, Chapter
AIA/LA & LA Times Reception for Architecture Writer, Nicholai Ourossoff
6:30 pm, Times Mirror Sq.

24 SCI-Arc Reception
TBD, MOCA

27 *ARE MEP Prep Class #1*
6 – 10 pm, Chapter

30 *Good Business/Good Design Lecture: Michael Lehrer Architect*, 6:30 pm
Pro Practice Committee Reorganization Meeting
TBD, Chapter

February

1 *Associates' Roundtable Discussion: Ron Altoon,* Altoon & Porter

3 *ARE MEP Prep Class #2*
6 – 10 pm, Chapter

5-9 Grassroots Conference
Washington, DC

5 "Geography in a Social and Political Context"
7:30 pm, SCI-Arc

6 Urban Design Committee
6:30 pm, Chapter

10 *ARE MEP Prep Class #3*
6 – 10 pm, Chapter

11 AIA/LA Exec. Meeting
4 pm, Chapter
AIA/LA Board Meeting
5:30 pm, Chapter
Associates' Meeting
7:30 pm, Chapter
B.A.M. Lecture
7:30 pm, Woodbury Univ.

12 LA Architect Board Meeting
7:30 am, Chapter
Tod Williams Lecture
7:30 pm, SCI-Arc

13 Codes Committee Meeting
5:15 pm, Chapter

15 *1996 Design Awards Exhibit Opening*, USC

17 Holiday- Presidents' Birthdays

18 Interior Architecture Cmte
6 pm, Chapter

19 *Health Care Committee: Healthy Environment*
3:30 pm, Chapter
Mark Rios Lecture
7:30 pm, SCI-Arc

20 Committee on the Environment
6:30 pm, Chapter
Interior Architecture Annual Auction & Cocktail Party
5:30 – 9:00 pm, PDC B229
Good Business/Good Design Lecture: TBD

25 *Board & Officer Installation Cocktail Party*, 6 – 8 pm, USC Town & Gown

26 *ARE Codes & Access Issues Prep Class*
6 – 10 pm, Chapter
i on design: Landscape Architecture - 6:30 pm, PDC Green Theater

26-27 AIA/CC Board Meeting
Sacramento

26 Sarah Graham Lecture
6:30 pm, SCI-Arc

27 International Practice Cmte
5:30 pm, Chapter
Architecture Education for Children Committee Mtg.
TBD, NBA Design
Pro Practice Committee: Van Tilburg, Banvard & Soderberg Presentation at VTBS Architects

March

5 Neil Denari Lecture
6:30 pm, Woodbury Gallery
Kate Diamond Lecture
7:30 pm, SCI-Arc

6 *Masters of Architecture Lecture Series: Raphael Vinoly, FAIA*
6:30 pm, LACMA
Urban Design Committee
6:30 pm, Chapter

10 ARE Pre Design Prep
6 – 10 pm, Chapter

11 Associates' Meeting
7 pm, Chapter

12 LA Architect Board Meeting
7:30 am, Chapter
Jorge Silvetti Lecture
7:30 pm, SCI-Arc

13 Codes Committee Meeting
5:15 pm, Chapter

19-20 *WestWeek 97*
8 – 5 pm, Chapter
Breakfast Conversations with Architects
8 – 9:30 am, PDC

19 Ian Schrager Presentation & Reception, 1:30pm
PDC Green Theater
AIA/LA Interior Architecture Design Competition Reception & Student Competition
Professional Development Seminar : "How to Bill & Get Paid"
3 – 5 pm, Chapter
IIDA Caliber Awards
Beverly Hilton

20 *Professional Development Seminar - "How to Submit a Winning Entry"*
12 – 2 pm, Chapter
WestWeek 97 Closing Party, PDC

25 AIA/LA Exec. Committee
4 pm, Chapter
AIA/LA Board Meeting
5:30 pm, Chapter

26 "New Work Los Angeles"
7:30 pm, SCI-Arc

27 International Practice Cmte
5:30 pm, Chapter
Pro Practice Committee: Ed Takahashi, PDC

April

2 "California Graphics"
7:30 pm, SCI-Arc

3 Urban Design Committee
6:30 pm, Chapter
Professional Development Seminar: Frank Stasiowsky, 6:30 pm, PDC

4-6 Monterey Design Conference: Asiloner

8 Associates' Meeting
7 pm, Chapter

9 LA Architect Board Meeting
7:30 am, Chapter
Michael Rotondi Lecture
7:30 pm, ROTO Architects (SCI-Arc Lecture Series)

10 Codes Committee Meeting
5:15 pm, Chapter
"On the Boards with HOK"
6:30 pm, HOK Architects

15 Interior Architecture Cmte.
6 pm, TBD

16 *Health Care Committee: State Health Care Facilities Regulation*
3:30 pm, Chapter
Greg Lynn Lecture
6:30 pm, Woodbury Gallery

17 Committee on the Environment, 6:30 pm
Masters of Architecture Lecture Series: Nicholas Grimshaw, Hon. FAIA
6:30 pm, LACMA

22 Julie Eizenberg Lecture
7:30 pm, Woodbury Univ.

24 International Practice Cmte
5:30 pm, Chapter
City Public Works Reception
6 – 7 pm, Poggenpohl Showroom at PDC
Job Opportunities with City Public Works Presentation
7 – 8:30 pm, PDC Blue Conference Room

29 AIA/LA Exec. Committee
4 pm, Chapter
AIA/LA Board Meeting
5:30 pm, Chapter

May

1 Urban Design Committee
6:30 pm, Chapter

2 AIA/CC Board Meeting
Newport Beach

4 *Home Tour:* TBD, 10 – 4 pm

6 Hak Sik Son Lecture
7:30 pm, Woodbury Univ.

8 Codes Committee Meeting
5:15 pm, Chapter
Masters of Architecture Lecture Series: Eric Owen Moss, FAIA
6:30 pm, LACMA

12 *ARE Site Design Prep Class*
6 – 10 pm, Chapter

13 Associates' Meeting
7 pm, Chapter

14 LA Architect Board Meeting
7:30 am, Chapter
Health Care Committee: Quality Craftsmanship
3:30 pm, Chapter

15-18 AIA National Convention, New Orleans

15 Committee on the Environment, 6:30 pm
David Hickey Lecture
7:30 pm, Woodbury Univ.
Good Business/Good Design Lecture: TBD

19 *ARE Site Design Mock Exam*
6 – 10 pm, Chapter

20 Interior Architecture Committee Meeting, TBD

22 Woodbury University Grand Critique, 7:30 pm
International Practice Cmte
5:30pm, Chapter

26 Holiday - Memorial Day

27 AIA/LA Exec. Committee
4 pm, Chapter
AIA/LA Board Meeting
5:30 pm, Chapter

29 *Pro Practice Committee: The New B141*, Chapter

—continued on page 6

New Members

AIA
Alireza Badie
Wenny H. Chang
Peter Cohen
Nancy Coleman-Romanos
Cindy Cooper
Brent Eckerman
Manoucher Eslani
James B. Favaro
Sarah M. Jensen
Lawrence C. Lee
Toni Ann Lewis
Shahriar S. Maghsodi
Marius J. Nimitz
James Mc Nett
Robert A. Sinclair
Gerardo Sommers
Kevin Southerland
Holly A. Swanson

Associate AIA
Roya Azizi
Joseph K. Baden, Jr.
David Fellows
Robert Glennie
Ezequiel Gutierrez
Catherine Harmist
Lisa Hunnicutt
E. J. Jarboe
Joy Kanaan
Peter Kramer
Pamela Ku
Gregory Latimer
Ednard K. Liu
Anita Makwana
Lawrence Man
Marie Lundin
Stephanie de Olivera
Eric Peralta
Afshin Samimi
Robert Heins Schuler
David Stein
Abeer Sweis
Leslie Young

PAL
Dan Allwardt
KPFF Consulting Engrs.
Bob Blair
Blair Graphics
Jose U. Chaves
Zephies Unique Fine Furniture
Jodi Cotter
Wester Risk Specialists
Travis Emery
Aids Project Los Angeles
Paul Fedors
Innovative Lighting Systems
Trish Garret
Corporate Art Specialists
John Gavan
KPFF Consulting Engrs.
Holly Hineson
Pella Architectural Products
Chris Mann
Quality Stone Supply, Inc.
John A. Martin & Assoc.
Babara A. Ostroff
Barbara Ostroff Interior Design
Danette Riddle
DMJM/Keating
Joseph E. Stewart
KPFF Consulting Engrs.
Barbara Watson
Weldner Architecture Signage

Student
Jonson C. Chen
Amy Lin
Clarence Major
David Montalba
Kyle Moss
Scott Murdock
Stephen G. Penhoet
Carlos Gabriel Penilla
Dalayne V. Perry
Kim E. Sapida
Johnny Sha
Wen Chung Sun
David E. Watson

PICKY PICKY PICKY

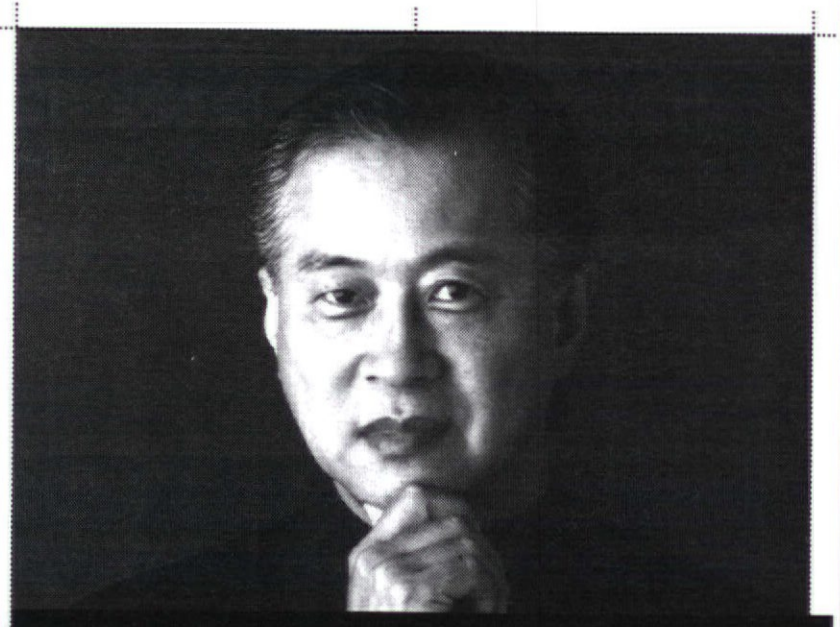
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Message from the President

I want to thank you all for your endorsement in electing me this year's Chapter President. I am delighted to have this opportunity to serve the Chapter, and to work together toward continued growth and opportunity for our organization.

As President-Elect during 1996, I learned a great deal about the function of the Chapter, and its board. This first experience with the AIA/LA Board has been valuable in helping me to understand not only also the significant relationships between board and committees and members but also the variety of resources that we, the membership, bring together. I believe I offer the Board fresh insight and energy, and I have pin-pointed areas in which I feel I can make the greatest contribution in these next twelve months. I will continue to draw upon the large network of connections I have developed in the past, and utilize these to stimulate renewed focus on education, on business development, and on developing a more clear, concise, supportive dialogue between the board and the newly restructured committees. Fortuitously, I have been able to set some plans in motion during my year as President-Elect, and Iím looking forward to continuing and expanding upon these efforts.

A perpetual concern in the architectural community is the gap that exists between the professional office and the academic environment. I believe that both benefit by greater communication, and closer collaboration, between concerned architectural professionals and leaders in academic circles. Thus, I am pleased to have initiated an effort, during my year as Vice President, to invite the Deans of Los Angeles area architecture and design schools to become ex-oficio members of the Board. This invitation has also been extended to the student AIAS officers at each institution, to ensure student representation as well. Statements and suggestions from these representatives will always be on the Boardís monthly meeting agenda. My intent is that this regular involvement, in addition to special forums and workshops, will facilitate mutual understanding of each others' needs, concerns, and roles in our community, and will begin to pro-actively close the gap.

I want the Chapter to take this kind of dynamic stance on education beyond the obvious venue of our professional curriculums. I am looking to establish the same kind of dialogue at every educational level, starting at elementary school. Awareness of architecture and the importance of good design in the physical environment must be taught early on, and I hope to offer an educational resource through the AIA to assist the educators of those children who are our future professionals and our future clients. Taking a proactive role in influencing what is taught to the next generations by contributing to education programs will one day bring great return—more commissions for architects, clients who are educated, and most of all a better environment all around.

Business development is another aspect of the architecture profession on which I want to focus. Networking and public relations are critical elements in an active drive to develop more opportunities, and we, as the Chapter, ought to hone every tool and vehicle we can, and make them more available to the membership. With this eye to business development we have approached the programming for the coming year. Planned for 1997 are several special series — large and small scaled networking events with representatives of thriving public agencies; a reprise of our excellent lecture series; an exhibition series, on several themes, done in conjunction with noted museum and gallery professionals; a special, festive Design Awards event; and an improved collaboration which fully supports our publication, L.A. Architect.

In keeping with my focus on education, I have made arrangements for this year's installation of officers and directors to take place at USC. The University has graciously made their Town and Gown Ballroom available to us. Making this event affordable and accessible to as many members as possible was important to me, as a first step in 1997 toward greater involvement and improved communication among all our members.

I look forward to seeing you all at the installation. Until then,

Best wishes for the New Year.

Ted

University of Southern California

Part-Time Faculty Appointments

Positions are available to teach in one of these areas: 1) architectural design studio, 2) freehand drawing during the 1997-98 academic year. Visiting appointments will be made for one or two semesters.

Qualifications include an advanced professional degree and strong evidence of achievement. Prior teaching experience is very desirable.

Applications will be accepted until March 14, 1997. Please send a resume, examples of professional projects, material from prior teaching (if possible), publications, and three letters of recommendation. If you wish work to be returned to you, also enclose a self-addressed stamped envelope. Materials should be sent to:

Robert H. Timme, Dean
School of Architecture
University of Southern California
Los Angeles, CA 90089-0291
(213) 740-2083
(213) 740-8884 fax

The University of Southern California is proudly pluralistic and firmly committed to providing equal opportunity for outstanding men and women of every race, creed and background.

University of Southern California

Tenure-Track or Adjunct Faculty Positions in Structures and/or Materials and Methods

The School of Architecture at USC is seeking applications for two full or part time faculty positions at the assistant or associate professor level.

The School offers a five-year undergraduate degree in architecture, master's degrees in architecture, building science, and landscape architecture and an undergraduate program in building science in conjunction with the Department of Civil Engineering.

The Successful candidates are expected to conduct research and teach undergraduate courses and graduate seminars in structures and/or materials and methods of construction. The ability to teach architects with an emphasis on synthesis, rather than on abstract engineering is essential.

Candidates should have a PhD or Masters degree in structural engineering or architecture with emphasis on structures and/or materials and methods with prior teaching experience. Applications will be received until the positions are filled. Applications should be addressed to:

Robert H. Timme, FAIA
Dean: School of Architecture
University of Southern California
Los Angeles, CA 90089-0291

For questions, please call (213) 740-2083.

Oklahoma City Memorial:

An International Design Competition

Sposored by the Oklahoma City Memorial Foundation

Participation in this two-stage design competition is open to all individuals and teams. To register, please send a written letter requesting competition materials along with a $25 non-refundable registration fee payable to "Oklahoma City Memorial Foundation."

International Design Competition, Oklahoma City Memorial Foundation
420 North Robinson Ave., Oklahoma City, OK 73102 800.491.3822

Chapter Angels

AIA/Los Angeles would like to thank the following companies and individuals for their generous support in sponsoring our 1997 Chapter programs:

Masters of Architecture Lecture Series:
Los Angeles County Museum of Art
Virgin Atlantic Airways

ARE Study Seminar Program:
William Amor, AIA
Ed Caruana, AIA
The Pacific Design Center
Stephen Perlof, S.E.

Chapter Events and "On The Boards" Meetings:
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Tel: (310) 785-1809

L.A. Architect

Los Angeles Chapter Begins a New Year

A cocktail party and reception honoring the new slate of AIA/Los Angeles Officers and Board members will be held February 25, 1997 at USC's Town and Gown. Master of Ceremonies for the evening, Ray Kappe, FAIA, will also act as installing officer.

Taking the helm as President is Ted Tokio Tanaka, FAIA, principal of Ted Tanaka Architect based in Marina Del Rey. Mr. Tanaka, who will become the first Asian American President in the Chapter's 103 year history, brings with him a new focus for the new year: Education and the Profession.

Tickets for the Installation Party, $35 for AIA members, $45 for non-members, and $20 for students, are available through the Chapter office.

The complete list of 1997 Chapter Officers and Board Members are as follows:

Officers:
Ted T. Tanaka, FAIA
President
Robert Newsom, AIA
Vice President, President-Elect
Bernard Altman, AIA
Secretary
Cynthia Mabus, AIA
Treasurer

Directors:
Michael Hricak, AIA,
Past President
Clifton P. Allen, AIA
Ildiko Choy, AIA
Stephen O. Converse, AIA
Gary Dempster, AIA
Andrea Cohen Gehring, AIA
Michael Lehrer, AIA
Robert Nasraway, AIA
Merry Norris, Hon. AIA
Leslie Young, Assoc. AIA
President of the AIA Associates
Sally Landworth, Hon. AIA
WAL Representative
Mark Rios, AIA
AFLA Representative

AIA/CC Regional Board Members:
Carl Meyer, AIA
AIA/CC Delegate
Gordon Park, AIA
AIA/CC Delegate
Lance Bird, AIA
National Representative

Ex-Oficio School Deans:
Linda Sanders, Dean
Cal Polytechnic Pomona
Michael Rotondi, AIA, Director
So. Calif. Institute of Architecture
Robert H. Timme, AIA, Dean
University of Southern California
Sylvia Lavin, Chair
University of California Los Angeles
Lou Naidorf, FAIA, Dean
Woodbury University
Peter Borrego, Dean
Otis School of Art and Design

Interior Architecture Award Call for Entries

The 1997 AIA/LA Interior Architecture & Design Awards Call for Entries will be mailed to all AIA/LA members in mid-January. The competition is open to all Los Angeles based firms or projects located in Los Angeles. Judging will take place in New York City, and the winners will be announced at a reception during WestWeek 97. Call the Chapter for more details.

Auction to Benefit Scholarship Fund

The Interior Architecture Committee will host their annual Auction & Cocktail Party to benefit the William Z. Landworth Memorial Scholarship fund. This year's event will provide some of the finest artwork, furnishings, fabric and gift items for auction at below wholesale prices and generate $5250 in scholarships. Cocktails and silent auction begin at 5:30 pm followed by the live auction. It all takes place February 20, 1997 at the Pacific Design Center, Suite B229. Admission is $5 for AIA members, $10 for non-members.

The scholarship design competition, open to all students from Southern California schools of Architecture and Interior Design, was established to foster awareness of the practice of Interior Architecture in existing structures.

For additional information, contact Barbara Blasko (213) 724-9393.

AIA/Los Angeles and L.A. Times to Honor Architecture Writer

AIA/Los Angeles and the Los Angeles Times are teaming up to formally introduce Architecture Critic, Nicholai Oroussoff. Oroussof, who comes to Los Angeles from the East Coast, will fill a long standing need for consistent and greater coverage of architecture and design issues in the mainstream press.

A reception will be held at Times Mirror Square, Tuesday, January 23, for the newest member of the L.A. Times Calendar section.

For more information and reservations, contact the Chapter office.



Queens Building, De Montfort University at Leicester by Short • Ford and Associates (London). The largest naturally ventilated building in the UK was featured at the USGBC Annual Conference.

Green Matures:

Report on the USGBC Annual Conference

For many architectural practitioners, the "Green" movement has seemed like a burden, and an avoidable burden to date. It has been yet another layer of concerns on top of an already overburdened professional. Judging by the presentations in San Diego at the U.S. Green building Council's (USGBC) third Annual conference on November 17 - 19, 1996, this state of affairs is about to change with a variety of market forces converging to make "Green" design standard practice.

To date, the movement has developed with a small coterie of international professionals, many from outside the strict design and construction fields, who saw the potential to significantly reduce environmental degradation by addressing the construction sector. To the indifferent designer, the movement has been largely manifested by an interest in reuse, such as the promotion of recycled content construction products, and the recycling of construction waste. Meanwhile the dedicated have pursued a more synthesized vision where environmental buildings will simply become the standard for good buildings. This requires integrated and cooperative design processes that create buildings that are self-balancing climactic environments, enticingly daylit, and that cost the same or, with an eye towards a multi-year balance sheet, less than traditionally designed structures.

The USGBC is the national body actively promoting "green" design through a membership that is half architects and engineers, and half product manufacturers, stat and local governments, real estate professionals and educational institutions. This coming year they will introduce a "green" rating system for buildings, following established efforts in the UK and Canada, that will be an additional service provided by the architect to the client.

—continued on page 7—

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Subscriptions
$30 Domestic
$48 Foreign

***L.A. Architect* is published monthly, except August, by the Los Angeles Chapter of the American Institute of Architects.**

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